

# MAIN STREET ANNISTON



# 2021 ANNUAL REPORT

**WE ARE MORE!**

# ANNISTON

- MAIN STREET -



(Page 3)

## YEAR IN REVIEW

*A foreword on our activities, events, and success in 2021.*



(Pages 4-6)

## 2021 BY THE NUMBERS

*A statistical overview of our program's achievement and impact throughout 2021.*



(Page 7)

## PLANS FOR 2022

*A behind the scenes look at what we have in store for 2022.*



(Page 8)

## RESOURCES

*Great information to help you make the most of our Main Street!*

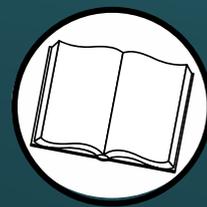


(Page 9)

## MEET THE TEAM

*Read about our staff & board members!*

# YEAR IN REVIEW



In 2021, Main Street Anniston experienced new life and exciting change! Jackson Hodges, the city's Public Information Officer, took the role of Main Street Director in February; and in March, Karla Eden joined as the Main Street Event Coordinator. A new Board of Directors was established as well; wherein, Christa Morphis returned to the board as its Chair.

Fourth Friday returned to Downtown Anniston in 2021! Every month there was a new theme and event. We hosted a BMX stunt show, a luau with fire dancing, a live cooking competition, and even a carnival! Each Fourth Friday also had a classic car cruise-in, outdoor dining options, and craft vendors! We were so blessed with overwhelming support from the community and we were pleased with the attendance seen at every Fourth Friday event!

A new event to Main Street Anniston in 2021 was Wacky Wednesday! This event was held in Zinn Park every Wednesday in June and July for children of all ages. Main Street Anniston partnered with the Anniston Museum of Natural History, the Anniston Public Library, Kona Ice, Anniston Police Department, and more to bring hundreds of children downtown every week for a fun and free play day that featured educational demonstrations!

Noble Street Festival and the Sunny King Criterium returned in 2021 for its 19th year, and it was a huge success! We had vendors, a CrossFit Competition, Wounded Warrior Way sponsored by Combat Park and Wounded Warrior Alabama, outdoor dining, live music including Tribute (Allman Brothers cover band), and a free kid zone hosted by Sunny King Automotive! The event saw over 8,000 guests, which created an economic impact of over \$2 million locally for Calhoun County!

Before school kicked off, Main Street Anniston hosted a school supply giveaway; wherein, over 500 children were provided book bags with supplies, 100 children received free haircuts, and all were provided lunch for the day! This event was made possible thanks to our sponsors and the generous donations that were received!

Neewollah on Noble, the city's annual fall and Halloween event, was bigger and better than ever in 2021! We had costume contests, vendors, a free kid zone with rides, Trick or Treating, and so much more. This event was as big, if not bigger than Noble Street Festival, with an estimated 8,500+ in attendance!

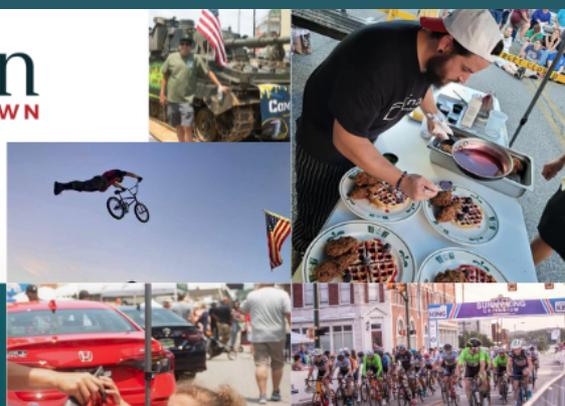
The Downtown Anniston Christmas Parade was our last event of the year, and it was the perfect end to a successful 2021 on Main Street! We added a Christmas Village that was complete with Fairytale Princesses, Santa pictures, hot cocoa, funnel cakes, and a giant snow globe that your entire family could fit inside for pictures! There was DJ on one end of the parade and live Christmas carols on the other. The parade was fun and as Santa was ushered in on the fire truck, it began to snow! In that moment, when we were surrounded by so many citizens of Anniston, we were not only reminded of the magic of Christmas, but of the love we have for our community and this city we call "home."

Overall, the Main Street Anniston team felt that 2021 was a major step in the right direction. Our growth was noticed by others as well. In 2021, Main Street saw 8 new businesses established. These successes led to the Calhoun County Area Chamber & Visitors Center selecting Main Street Anniston for the 2021 Larry K. Sylvester Small Business Advocate of the Year award!



## WE ARE MORE...

Events. Business. Fun.



# 2021 BY THE NUMBERS



## EVENTS

TOTAL EVENTS:



TOTAL 2021 EVENT ATTENDANCE:

26,000+

ECONOMIC IMPACT | ALL EVENTS:

OVER \$6.2  
MILLION



# 2021 BY THE NUMBERS



## PUBLIC INVESTMENT

TOTAL VOLUNTEER HOURS:

**235+ HOURS**

TOTAL 2021 PUBLIC INVESTMENT:

**\$500,000+**

(This is the largest amount of Public Investment into Main Street since our program began. It is \$32,000 more than all combined public investments from 2015-2020.)

PUBLIC IMPROVEMENT PROJECTS:

**11+**

NOTABLE PUBLIC IMPROVEMENTS:

- Upgraded Street Lighting
- Replaced old string lights
- New Mural at 11th & Noble
- Resurfaced West 15th Street
- Pressure washed sidewalks
- Started a Facade Grant Program



# 2021 BY THE NUMBERS



## BUSINESS

TOTAL NEW BUSINESSES & JOBS:

**8 Businesses**

(This is a 73% increase in new businesses from 2019-2020. It is the most new businesses in a single year since 2016. These 8 bring our total count of Main Street businesses to 85.)

**17+ New Jobs**

TOTAL PROPERTY IMPROVEMENTS:

**24**

TOTAL VALUE OF IMPROVEMENTS:

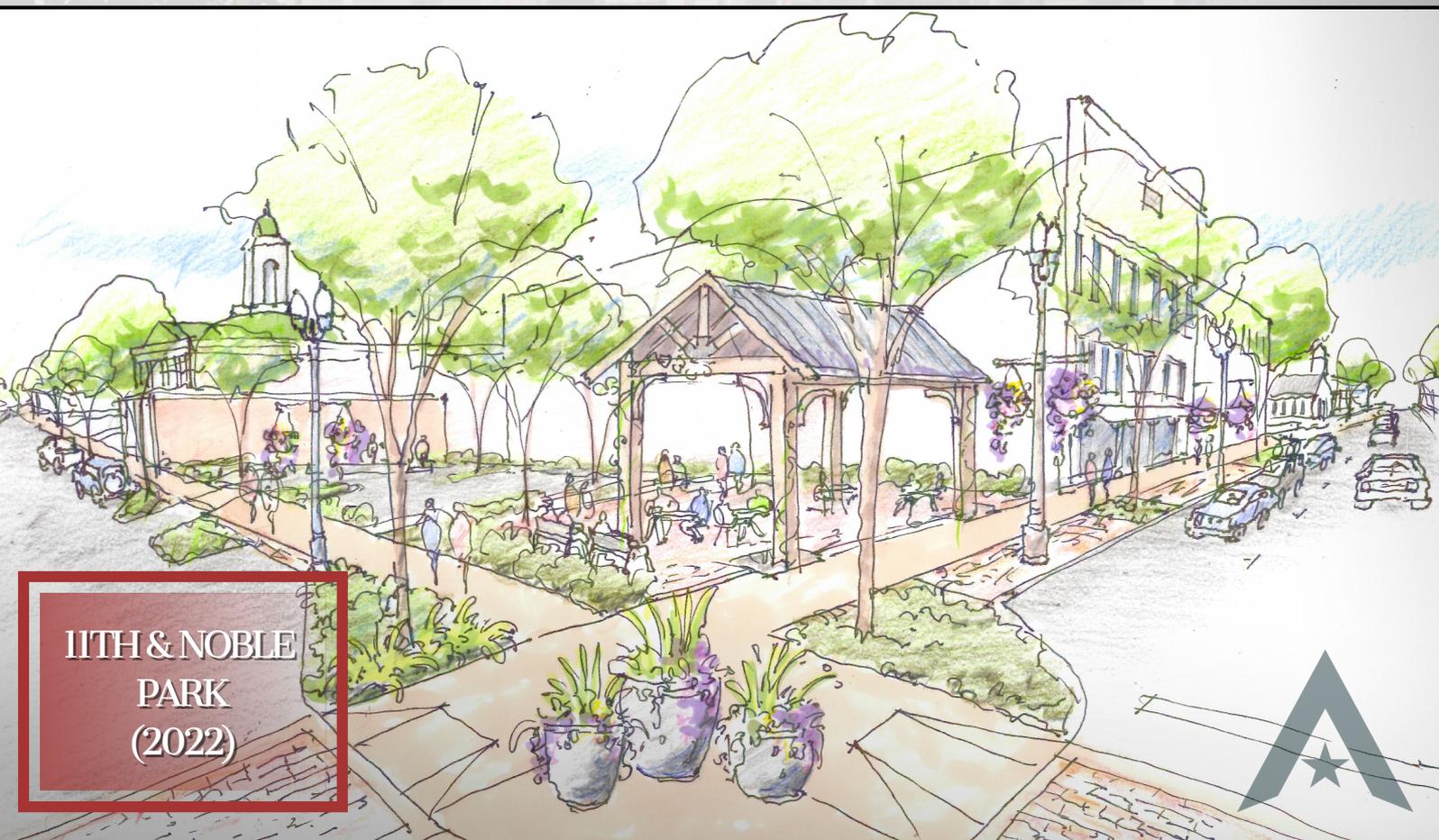
**\$153,000+**



# PLANS FOR 2022



- In 2022, Main Street Anniston looks to continue to build off the momentum that 2021 ushered in. Pictured below, you will see a render of our 11th and Noble Street Park. The plan to construct this park has been approved by city leadership, surveying has already been completed as well, and construction looks to start sometime between March - August of 2022.
- The introduction of our Noble Street security camera system will occur in 2022 as well. The cameras have already been purchased, and look to arrive between February - March. These cameras will integrate directly into the Anniston Police Department's camera system, and alongside the already upgraded street lighting, we know these additions will greatly increase the safety and walkability of our Main Street.
- After the installation of our cameras, Main Street leadership feels the stage will truly be set to safely and excitedly introduce a true Entertainment District to Noble Street. This district would be the only one of its kind in the county, thus making a great economic and tourism impact for the City of Anniston!



11TH & NOBLE  
PARK  
(2022)



# RESOURCES



- You can learn how to start a business on Main Street by reviewing our guide here: [Guide to Getting Started on Main Street](#).
- Main Street Anniston | Facade Grants Available!
  - A façade improvement program for businesses within the Downtown Historic District and West 15th Historic District is now available. This program will provide a 50/50 match (applicant covers 50% of the project's cost, and the grant covers the other 50%), up to \$2,500, from a fund of \$25,000. To apply, visit: <http://www.anniston.al.gov/facade-grant-application>.
- You may view an interactive Google Map of our Main Street Businesses at this link: [Main Street Anniston Map](#).
- You can learn about establishing an outdoor dining fixture at your Main Street restaurant by following this link: [Sidewalk Cafe Design Guide](#).
- Learn about the many great benefits of Historic Tax Credits at these 2 links:
  - [State Historic Tax Credits](#)
  - [Federal Historic Tax Credits](#)



NEW MURAL AT  
11TH & NOBLE

# MEET THE TEAM



## MAIN STREET ANNISTON



Jackson Hodges, Director



Karla Eden, Main Street Coordinator



Christa Morphis,  
Chairwoman



Chris Carr,  
Vice-Chairman



Jackie Judkins,  
Treasurer



Dara Murphy,  
Secretary



Chris Collins



Alexis Wise



Kristin Fillingim



Thomas Zimmerman



Dr. Gretchen Richards

WANT TO JOIN  
OUR TEAM?

NEED MORE  
INFORMATION ON  
ANNISTON'S  
MAIN STREET?

CONTACT US!



256-846-2044 &  
256-371-3711



WWW.ANNISTONAL.GOV/  
MAINSTREETANNISTON



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